

Yum Yum
Products

THE PRODUCT RANGE

hair care














www.yumyumproducts.com

YUM YUM HAIR CARE PRODUCTS

1. RINSE OFF PRODUCTS

Moisturising shampoo		Proton
Deep cleaning shampoo		Electron
Colour-Keep shampoo		Photon
Foundation treatment shampoo		PreGrow
Conditioning moisturiser		Neptune
Deep penetrating treatment		Saturn
Colour-Keep treatment		Replenish

2. LEAVE ON PRODUCTS

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Spray-on leave-on conditioner		Jupiter
Cream leave-on conditioner		Venus
Colour-keep leave-on treatment		Boost
Colour-keep leave-on conditioner		Aurora
Hair regrowth tonic		ReGrow
Styling serum		Venture
Film forming gel		Satalight
Soluble pomade		Textura
Fixing spray		Platinum
Curly style & hold		Mercury

YUM YUM HAIR CARE PRODUCTS

Introduction

The Yum Yum Hair Care product range is formulated for men, women and children.

For all hair types: fine, oily, normal, coarse, curly, knotty, dry; Afro-Caribbean, Caucasian, Indian and Oriental.

Yum Yum Hair Care products mostly work inside your hair shaft. Our products are arranged in 2 discrete sections: rinse off and leave on.

Yum Yum Hair Care products are easy to use, simple to learn, elegant to apply and afford excellent results.

Yum Yum Products is an environmentally conscious and ethical company. All products are tested on human volunteers, not on other animals, and do not contain any animal ingredients. All Yum Yum Products are biodegradable, and are supplied in recyclable containers. We use recyclable materials where possible. They are manufactured in the U.K. using a low energy (carbon) level.

Application rules

Shampoos are applied from roots to ends on wet hair.

All other products are applied from ends to roots. The amount of water left in the hair governs the absorption of the product. Concentrated formulations for economical use.

Product transfers easily from hands to hair shaft. Excess product is left on the hands. A physical feedback, allowing the user to attune the product to their individual hair type, thus reducing waste.

Use as much as the hair will absorb from the hands. Repeat or layer if necessary until the hair shaft is "full".

The products are colour coded for ease of recognition:

[Terracotta for cleansers;](#)

[Turquoise for conditioners and treatments;](#)

[Purple for styling and finishing.](#)

We have listed them for you in 2 easy to understand sections: rinse off and leave on.

SELF REGULATING RINSE OFF PRODUCTS

Cleansing

Yum Yum shampoos are rich in emollients and moisturisers, usually only found in conditioners in other ranges; the key to healthy, bouncy hair. We think of them as the base for our other products.

1st shampoo application

Apply evenly and rinse immediately. The shampoo works on contact and dirt is rinsed away. Massaging dirt and product into a client's scalp is not, we feel, a healthy practice.

2nd shampoo application

Apply evenly and massage well. The second application is for massage and deposition of the active ingredients. Much healthier, we feel.

Moisturising shampoo **Proton**

For normal, dry, chemically processed, naturally curly or frizzy hair.

Rich in emollients and conditioning agents for use on most people.

1st shampoo application: Apply to your hair and scalp evenly. Rinse immediately with warm running water thoroughly.

2nd shampoo application: Re-apply. Massage well. Rinse thoroughly with warm running water.

For additional moisturising leave the second application on for a few moments. Massage stimulates the scalp and is pleasurable. Always rinse with warm running water, making sure all product is rinsed away.

Deep cleaning shampoo **Electron**

For oily and difficult to clean hair.

Thorough cleansing and chelating of hormones, drugs, environmental pollutants and the build up of styling products.

1st shampoo application: Apply to your hair and scalp evenly. Rinse immediately with warm running water thoroughly.

2nd shampoo application: Re-apply. Massage well. Rinse thoroughly with warm running water.

Colour-Keep shampoo Photon

For tinted and coloured hair.

A gentle acting shampoo but with thorough cleaning for tinted hair.

Photon is formulated with Colour-Keep Complex which keeps colour in your hair for longer. For all types of tinted and coloured hair.

1st shampoo: Apply to your hair and scalp evenly. Rinse immediately with warm running water thoroughly. 2nd shampoo: Re-apply. Massage well. Rinse thoroughly with warm running water. The first shampoo is rinsed away, removing dirt that would normally be massaged into the scalp. The second application is massaged when the hair and scalp are cleaner.

For additional moisturising leave the second application on for a few moments. Always rinse with warm running water, making sure all product is rinsed away.

Foundation treatment shampoo PreGrow

For the regrowth of hair follicles.

Foundation treatment shampoo for the re-growth of hair follicles. Works to promote the re-growth of existing but inactive hair follicles.

This is the 1st stage of a two stage process. Both are important for successful follicle growth.

Thorough cleansing & preparation for ReGrow tonic.

1st shampoo: Apply to your hair and scalp evenly. Rinse immediately with warm running water thoroughly. 2nd shampoo: Re-apply. Massage well for **2 minutes**. Rinse thoroughly with warm running water. The first shampoo is rinsed away. The second application is massaged when the hair and scalp are cleaner.

Use daily for best results. A period of six months may be needed before any substantive results are apparent.

Conditioners & Treatments

Conditioning moisturiser Neptune

Rich, silky and luxurious. For all hair types.

A traditional moisturiser. Will add moisture, bounce and condition to dry hair. All deposition completed within two minutes.

Apply to clean, damp hair from the ends to the roots. Comb hair through, allowing for even distribution. Rinse well, making sure all product is rinsed away.

If hair is porous, leave for a few moments to allow maximum penetration, then rinse well with warm running water, making sure all product is rinsed away.

Deep penetrating treatment Saturn

A rich blend of proteins, moisturisers and reconstructors for damaged, porous and hard to manage hair.

For all hair types in any condition.

A pH regulator to restore the hair's natural acid mantle and gently close the hair's cuticle while reconstruction is carried out.

Shampoo firstly with Electron deep cleaning shampoo and/or Proton moisturising shampoo and towel blot the hair.

- 1) Apply Saturn from ends to roots.
- 2) Leave for 2 mins. Towel blot. Re-apply Saturn from ends to roots.
- 3) Leave for 2 mins. Towel blot. Re-apply Saturn from ends to roots.
- 4) Leave for 5 mins.

Comb last, beginning at the ends of hair. The hair is now in better condition and state to be able to withstand combing.

Rinse well, making sure that **all** product is rinsed away. Gentle heat may be used to increase the rate of penetration. Repeat if the hair is extremely porous.

Colour-Keep treatment Replenish

For damaged tinted hair.

Colour-Keep Complex. Helps prevent colour fade. For all types of tinted hair. Retains lasting vibrant colour with extra shine.

A rich blend of moisturisers, proteins and reconstructors for colour damaged, porous and hard to manage hair. A pH regulator to restore your hair's natural acid mantle and gently close your hair's cuticle while reconstruction and colour retention is carried out. Shampoo firstly with Photon & towel blot.

- 1) Apply Replenish from ends to roots.
- 2) Leave for 2 mins. Towel blot. Re-apply Replenish from ends to roots.
- 3) Leave for 2 mins. Towel blot. Re-apply Replenish from ends to roots.
- 4) Leave for 5 mins.

Comb last beginning with the ends of your hair. Rinse well with warm running water, making sure that ALL product is rinsed away. If your hair is extremely porous you may repeat the procedure. Gentle heat may be used to increase the rate of penetration. Finally, apply Aurora Colour-Keep Leave-on Conditioner.

SELF REGULATING LEAVE ON PRODUCTS

Conditioners & Treatments

Hair plumper Spectrum

Treatment for fine hair. Applied to wet/damp hair.

Spectrum treatment is especially formulated to make hair feel thicker. Helping with style manageability.

Always apply **immediately** after shampooing when hair is wet/damp. Apply evenly. Use sparingly as hair will absorb as much as it needs and any excess will be left on hands.

Condition with either: Jupiter spray-on leave-on conditioner or Venus cream leave-on conditioner. Always use Venture styling serum to seal and protect hair.

Alternative uses: for the ends of hair e.g. a bob, or areas where hair has lost its thickness.

Spray-on leave-on conditioner Jupiter

For all hair types. Detangles and adds shine. Lightest conditioning.

A light, easy to use conditioner, Jupiter is adsorbed rapidly onto hair's cuticle and adds manageability, shine and bounce.

Spray evenly onto hair. An extra application to the ends or other more porous areas of hair works well.

Jupiter is particularly useful for people with fine hair because of its light formulation and its ability to detangle.

Cream leave-on conditioner Venus

For all hair types. Optimal conditioning.

Adds shine, manageability and bounce while moisturising and modifying hair's pH mantle. A rich, light milk which is absorbed deep into hair's cuticle layers.

Apply to clean, damp hair from ends to roots. A second application for the ends or other more porous areas of hair may be beneficial. Hair will absorb as much as it needs and any excess will be left on hands.

Colour-Keep super protein spray leave-on treatment **Boost**

Intensive treatment & anti colour fade.

A dual action product: intensive treatment & anti colour fade. Intensive protein treatment for coloured hair. With Colour-Keep complex, helping to prevent fading of colour in the hair shaft and a deep penetrating protein treatment for reconstruction which imparts tensile strength without floppiness.

Apply to clean damp hair after conditioning or treatment. Always use before any styling products. Dry as normal.

Colour-Keep leave-on conditioner **Aurora**

To moisturise and modify pH of coloured and tinted hair — optimal conditioning.

Helps prevent colour fade with Colour-Keep complex. For all types of tinted hair. Retains lasting vibrant colour with extra shine. A light and easy to use leave in cream conditioner. Modifies pH and nurtures coloured processed hair. For use on all coloured hair types. Optimal conditioning.

Apply to clean damp hair after Photon Shampoo or RePlenish Colour-Keep Treatment. Apply evenly from ends to roots. Use a second application if necessary. Product is absorbed deep into your hair through the cuticle layers.

Follow by an application of Venture Styling Serum for best results.

Hair regrowth tonic **ReGrow**

Hair follicle stimulating re-growth tonic. Works to promote the re-growth of existing but inactive hair follicles. This is the 2nd stage of a two stage process. Both are important for successful follicle growth.

Stimulates the hair follicle to produce hair that is thicker and more robust.

Spray evenly and liberally to scalp. This has two effects...

Firstly, it coats the surface of the skin.

Secondly, it penetrates to the hair papilla to stimulate activity. Use daily for best results. A period of six months may be needed before any substantive results are apparent.

In dermatological tests on human volunteers:

After 3 months use a significant increase (+17%) in hair growth speed is noticed.

Activation of cell respiration (oxygraphy) + 221% ± 26. Stimulation of human fiboblasts + 130%. Stimulation of aged human keratinocytes + 41%.

STYLING AND FINISHING PRODUCTS

Yum Yum styling and finishing products are compatible. They are able to be mixed together for differing effects as required for the desired style.

Styling & cutting serum Venture

Holding support for all hair types. Seals, protects, conditions, anti-static, low hold.

SHAKE BOTTLE WELL BEFORE USE.

Apply evenly from ends to roots before styling. Apply as much as the hair will absorb. Venture seals and protects hair, supporting style and forming a barrier to prevent penetration of environmental pollutants into hair.

A truly revolutionary product to help with styling. Contains elastins and hair toners. Absorbs deep into the hair shaft and pushes the water to the surface, lubricating the hair. Contains comb slither, helping to reduce friction damage when styling. Helps to reduce the blow drying time or the blow dryer temperature.

Excellent for all forms of heat styling with two types of new hold.

The first is for low heat styling at hand temperature (e.g. wash-and-wear styles). The second is for high heat styling, for blow drying, tonging or flat irons.

Superb shine and bounce imparted. Venture is a truly wonderful styling tool for any style.

Film forming gel Satalight

For all hair types. Styling hair with a mild to firm hold.

When applied to hair in layers, the more layers used the more hold is obtained.

One layer of gel provides a light hold.

Two layers provide a medium hold.

Three or more layers provide firm to hard hold.

On wet: flowing hold. On drier: crisp hold.

Apply to wet/damp hair evenly. An excellent alternative to mousse. De-frizzes and holds style. With the layering method the amount of hold can be determined by the individual.

Soluble pomade **Textura**

For all hair types. Water dilutable pomade.

Apply to wet, damp or dry hair. Giving 3 different textures to all types of hair. For all traditional waxed or slick looks.

Fixing spray **Platinum**

For all hair types. A traditional medium-to-firm holding hair spray. Holds using a web formation.

Holds a style in place.

Spray at about 45 cm (15 inches) from hair. Leave to dry for a few seconds before touching. For firm hold, re-spray and leave to dry before touching.

Platinum may easily be brushed out of hair.

Curly style & hold **Mercury**

Medium hold styling spray for curly & sculpted styles.

Sculpting and finishing non-aerosol spray. A light to medium holding spray for curly and sculpted styles. With anti-static and shine agents.

Applied towards the end of drying your hair, this gentle styling spray allows you to add definition to curl and helps to support your desired style, particularly when you use your hands or a diffuser to form your style.

Mercury takes about 30 seconds to a minute before it sets and holds your hair, allowing time for dressing and final styling.

APPLICATION RULES

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Product transfers easily from hands to hair shaft.

Excess product is left on the hands. A physical feedback, allowing the user to attune the product to their individual hair type, thus reducing waste.

Use as much as the hair will absorb from the hands. Repeat or layer if necessary until the hair shaft is “full”.

HEALTH & SAFETY

Every effort has been made to make these products well and of natural substances.

However, some people are very sensitive and do not react well to certain substances. If you are not sure about your skin’s sensitivity try this simple test.

Apply a small amount of product to the soft skin on the inside of the elbow, leave for a day, rinse off and examine your skin. If any form of irritation should occur, consult your usual medical practitioner. If, however, there is no reaction, you may use the product.

If swallowed, these products are non-toxic, but consult your usual medical practitioner, particularly for young children.

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All Yum Yum Products degrade rapidly in the natural world where they have been flushed, becoming food for micro-organisms and thus are built back into the food chain of our planet.

Yum Yum Products makes every effort to use recycled materials in our packaging and all are recyclable. Please do so.












KEEP OUT OF THE REACH OF CHILDREN. AVOID CONTACT WITH EYES.

YUM YUM HAIR CARE PRODUCTS SUMMARY

1. RINSE OFF PRODUCTS

 Proton	For normal, dry, curly or processed hair	1st: on evenly - rinse immediately. 2nd: as usual
 Electron	For oily and difficult to clean hair	1st: on evenly - rinse immediately. 2nd: as usual
 Photon	For tinted and coloured hair	1st: on evenly - rinse immediately. 2nd: as usual
 PreGrow	For the regrowth of hair follicles	1st: on evenly - rinse immediately. 2nd: as usual
 Neptune	Rich, silky and luxurious for dry hair	On wet/damp hair after shampooing
 Saturn	For damaged or hard to manage hair	On clean, towel blotted hair
 Replenish	For damaged tinted hair	On clean, towel blotted hair

2. LEAVE ON PRODUCTS

 Spectrum	To make hair feel thicker	On wet hair before leave-on conditioner or Venture
 Jupiter	Detangles and add shine: lightest conditioning	On wet/damp hair after shampooing
 Venus	Moisturises & modifies pH: optimal conditioning	On wet/damp hair after shampooing
 Boost	Intensive treatment & anti colour fade	On clean, towel blotted hair
 Aurora	To moisturise and modify pH of coloured and tinted hair — optimal conditioning	On wet/damp hair after shampooing
 ReGrow	Follicle stimulating regrowth tonic	On clean, towel blotted hair
 Venture	Seals, protects, conditions, low hold, anti-static	For all, use last before styling or cutting
 Satalight	Adds hold from flexible to rigid	On wet: flowing hold. On drier: crisp hold
 Textura	Water diluteable wax	On wet, damp or dry hair
 Platinum	Holds a style in place	Applied after drying
 Mercury	Medium hold spray for curly & sculpted styles	Applied after drying



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www.YumYumProducts.com



They try it... they like it... they buy it